



# Lenovo Data Center Program

## Frequently Asked Questions

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### Lenovo Data Center Program – May 2018

The NA Data Center Partner Program has four program Levels: Authorized, Silver, Gold and Platinum. Partners that do not meet the revenue and certification requirements for Silver, Gold or Platinum will be considered Authorized.

Clear, simple, and predictable, the Data Center Program provides a consistent framework for partners selling data center products and services to build a successful relationship with Lenovo that provides recognition, rewards and support commensurate with a partners Lenovo commitment and expertise.

The Lenovo Data Center Program is deliberately designed to propel our partners along the three paths of profitability: Growth, New Customer Acquisition and Selling Complex Solutions. **We pay you to succeed**, rewarding our dedicated partners with the best programs in the industry.

Question	Response
What are the program level requirements?	<p>Authorized partners are authorized to sell Lenovo's Data Center products and services; there are no minimum revenue or certification requirements.</p> <p>Silver, Gold and Platinum partner minimum annual revenue and Lenovo certification criteria are outlined below:</p> <ul style="list-style-type: none"><li>• US Silver \$300K   2 Certifications</li><li>• US Gold \$3M   5 Certifications</li><li>• US Platinum \$10M   8 Certifications</li></ul>
How are program levels determined?	<p>Silver, Gold and Platinum partner annual revenue was assessed at the beginning of Lenovo's fiscal year (April 2018) using the prior four quarter revenue totals (April 1, 2017 – March 30, 2018).</p>
Are there opportunities to upgrade in the program?	<p>Yes, in October the Data Center Programs Team will review Silver and Gold partner data center revenue over the last four quarters (October 1, 2017 – September 30, 2018). If the partner has reached the new revenue threshold and has completed required certifications for the higher program level the partner will be promoted to the next program level for the remainder of the Lenovo fiscal year and will receive associated benefits.</p> <p>All partners will have their program level re-assessed during the April annual review cycle.</p>
Will I be downgraded during the year if minimum revenue thresholds are not maintained?	<p>No, once a partner's program level has been determined and all requirements have been met, the partner will retain the earned program level for the remainder of the Lenovo fiscal year.</p>



<p>Is the resale of high-end DCG products be limited to Gold and Platinum partners?</p>	<p>No, Lenovo does not restrict the resale of high-end DCG products to Gold and Platinum partners.</p> <p>All Data Center Partners are encouraged to sell all Lenovo products, solutions and services and are encouraged to actively engage with Lenovo, register opportunities, attend trainings, complete certifications to increase overall competency and win rates.</p>
<p><b>Financial Benefits</b></p>	
<p>What are the financial program level benefits?</p>	<p>All partners are eligible for special bid pricing with Deal Registration and Lenovo LEAP incentives.</p> <p>Additionally, Silver, Gold and Platinum partners are eligible to receive base rebates on DCG products (2.0%), services (3x multiplier, and networking (2x multiplier). Silver, Gold and Platinum partners are also eligible for semi-annual Partner Development Funds and quarterly growth benefits. Platinum partners are eligible for a quarterly stretch growth target.</p>
<p>What are Partner Development Funds?</p>	<p>Partner Development Funds (PDF) are a semi-annual investment into Lenovo Silver, Gold and Platinum partner's business to increase Lenovo brand awareness, Lenovo loyalty and to accelerate Data Center product, solution and services sales.</p>
<p>What is the Partner Development Fund process, what types of activities can be funded?</p>	<p>Every six months, the Lenovo partner sales and field marketing team will develop partner specific plans to utilize the funds. Examples of PDF utilization include Demand Generation campaigns, Lenovo dedicated headcount (Gold and Platinum only), partner-led events featuring Lenovo and customer events. PDF is 100% approval based.</p>
<p>Who is eligible for the quarterly stretch growth target and how are targets calculated?</p>	<p>Quarterly stretch growth targets are an exclusive Platinum partner benefit. Targets are calculated using the DCG total revenue from the prior Lenovo fiscal year and comparing like for like period.</p>
<p><b>Certifications</b></p>	
<p>How many people in my organization need to complete specific certifications?</p>	<p>Silver partner must achieve a total of two (2) Lenovo Certifications. Gold partners must achieve a total of five (5) Lenovo Certifications. Platinum partners must achieve a total of eight (8) Lenovo Certifications. Certifications may be any combination of Sales or Pre-Sales Technical certifications and an individual may achieve more than one certification. Partner individuals must achieve a minimum score of 65% on the Pre-Sales Technical exam and a minimum score of 69% on the Sales exam.</p>
<p>What are the certification options?</p>	<p>Lenovo currently offers seven certifications:</p> <ul style="list-style-type: none"> <li>• Lenovo Certified Data Center Technical Sales Professional</li> <li>• Lenovo Certified Data Center Sales Professional</li> <li>• Lenovo Certified Hyperconverged Professional</li> <li>• Lenovo Certified Storage Professional</li> <li>• Lenovo Certified Cloud Professional</li> </ul>

	<ul style="list-style-type: none"> <li>• Lenovo Certified Networking Professional</li> <li>• Lenovo Certified Big Data Professional</li> </ul>
What happens if an employee who holds a certification leaves the company?	If a certified individual leaves a partner organization, it is expected that the partner satisfies the missing certification requirement within six months.
Is there a course refresh annually for new content?	<p>Lenovo Certifications will be updated and refreshed regularly depending on the release of new or updated products and services.</p> <p>Individual Sales and Pre-Sales Technical Certifications are valid for two (2) years; individuals are not required to retake certifications as they are updated; however are encouraged to take new courses and certifications as they are made available.</p>

